Claims

1. An animal electronic data collecting device comprising: a radio transmitter and receiver, a processor for controlling operation of the device and memory for storing information including a first identifier associated with the device, wherein the processor is arranged to transmit a signal, by means of the radio transmitter, and to receive, by means of the radio receiver, one or more signals, each representing a second identifier from other devices and the processor is arranged to store in the memory each second identifier, and

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wherein the default operating condition of the device is for the radio receiver to be in a receive condition and, on receipt of a wakeup call, the processor is arranged to place the radio transmitter into a transmit condition.

- 2. A device as claimed in claim 1 further arranged to periodically place the radio transmitter into a transmit condition and to transmit the first identifier.
- 3. A device as claimed in claim 2 wherein the time interval between periodic transmission is a function of the time since the last receipt of a second identifier.

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4. A device as claimed in claim 1 wherein, on receipt of a wakeup call, the processor is arranged to place the radio transmitter into a transmit condition when the wakeup call includes a second identifier that is not already stored in the memory of the device.

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5. A device as claimed in any of claims 1 to 4 wherein the device is further arranged to send data from its memory to a remote device in response to a specific request from the said remote device.

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- 6. A device as claimed in any of claims 1 to 5 wherein the device is arranged to store a received second identifier in a first part of the memory and to store the said received identifier in a second part of the memory at a time determined by the time elapsed since the receipt of the second identifier
- 7. A device as claimed in claim 6 wherein the device is further arranged to send data from the first and/or second part of its memory to a remote device in response to a specific request from the said remote device.

8. A method of gathering data on animals and animal products, the method comprising;

receiving at the device one or more signals, each representing a second identifier from other devices

storing in memory a received second identifier,

transmitting a signal from the device including a first identifier associated with the device.

wherein the default operating condition of the device is for the device to be in a condition to receive signals and, on receipt of a wakeup call, the device is placed into a condition to transmit signals.

- 9. A method as claimed in claim 8 further arranged to periodically place the radio transmitter into a transmit condition and to transmit the first identifier.
- 25 10. A method as claimed in claim 9 wherein the time interval between periodic transmission is a function of the time since the last receipt of a second identifier.

11. A method as claimed in claim 8 wherein, on receipt of a wakeup call, the device is placed into a condition to transmit signals when the wakeup call includes a second identifier that is not already stored in the memory of the device.

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- 12. A method as claimed in any of claims 8 to 11 further comprising sending data from the memory to a remote device in response to a specific request from the said remote device.
- 13. A method as claimed in any of claims 8 to 12 further comprising storing a received second identifier in a first part of the memory and storing the said received identifier in a second part of the memory at a time determined by the time elapsed since the receipt of the second identifier
- 14. A method as claimed in claim 13 further comprising sending data from the first and/or second part of the memory to a remove device in response to a specific request from the said remote device.